



*June 2022*

## **Clean Virginia Request for Proposal:**

Website redesign and development

### **Executive Summary**

Clean Virginia seeks to hire an experienced website design and development firm to refresh and upgrade its current site. Goals include improving the design and functionality of tools and pages to better equip stakeholders - legislators, reporters, partners - and to better inform new visitors, supporters, volunteers, and activists about our mission and key initiatives.

### **Clean Virginia Background**

Clean Virginia is an independent advocacy organization with an associated Political Action Committee, Clean Virginia Fund. Clean Virginia works to fight corruption in Virginia politics in order to promote distributed clean energy, community control over our energy policy, and transparent, ethical state government. We are motivated by the core belief that our democracy should serve everyday Virginians over special interests. Clean Virginia is working toward these goals in three ways:

1. **Public Information:** Virginians have been kept in the dark about how Richmond operates and how Dominion and Appalachian Power dictate our energy policy. We engage the public through media, civic organizing, and original research to shine a light on the cost of this corruption in jobs, dollars, and the environment.
2. **Legislative Resources:** We provide fair and accurate legislative analysis on energy policy to our lawmakers to counterbalance the misleading and self-interested information provided by monopoly utility lobbyists.
3. **Campaign Finance:** We are dedicated to strengthening Virginia's weak campaign finance laws. Additionally, through our associated Political Action Committee, Clean Virginia Fund, we provide no-strings-attached contributions to legislators and candidates who have demonstrated a public commitment to not accepting money from the utilities they have a duty to regulate.

## **Statement of Purpose**

The purpose of the website update is to enhance the user experience, simplify content management, and provide improved information delivery.

### *Key Objectives:*

- Increase visitors and time on site.
- Improve navigation and responsiveness.
- Improve lead generation rate.
- Improve SEO.
- Improve the efficacy of website information and content by applying best practices from messaging training and learnings from poll.
- Improve accessibility.

## **Project Elements and Required Features**

### **Project Elements**

The successful vendor will deliver the following:

#### Web Design and Development

Clean Virginia seeks a complete redesign with improvements in navigation, responsive design, content management solutions, and training for staff. The site is a primary communication tool for our audiences:

PRIMARY: legislators, reporters, supporters, activists

SECONDARY: partners, volunteers

TERTIARY: general community

INTERNAL: staff

- Major design was last conducted when the site first launched in 2018.
- Clean Virginia currently uses Google Analytics and had about 90,000 pageviews last year.
- Current content management system is WordPress. We are open to discussing another CMS that may better serve our audience and goals.
- Vendor shall address how a code repository, development, or staging site, and production website workflow will be used for maintaining and tracking changes to the website's code base (e.g., GitHub, GitHub Labs, etc.).
- Vendor should detail any warranty of code or bug fixes that are identified in a post-website launch support, maintenance and ongoing site development proposal. This should include recommendations and a menu of options with pricing for ongoing website support, maintenance and ongoing development options or

packages — e.g., bulk purchase of hours (pre-paid), pay as you go or per-hour pricing (time and materials).

- This project will be a concept-to-completion production, and will include scoping, design, development, implementation and sustainability. The project will require content migration services. Currently there are approximately 13 different live pages (including home), interactive map and a legislator database.
- Clean Virginia's Communications Manager primarily manages the site and there are no developers on staff. Approximately 2 other staff members will use the CMS. Training the initial group of users on the CMS will be part of the scope of this project.
- Proposal should also include fees for ongoing maintenance.
- Redesign process will begin with implementation of the contract and new site to be launched in 9-12 months. Milestones will be set in coordination with the successful agency.
- A content audit is required. We will primarily use current content, however an analysis of its strengths and weaknesses in our content strategy and content development workflow is requested.
- Sitemap structure will be similar to the current website.
- The successful agency should possess expertise in UX/UI design, SEO, Google Core Web Vitals, mobile first design, content marketing, page design for maximum lead generation, conversion rate optimization and more.
- Agency will primarily work with the Communications and Advocacy team on this project.
- The potential to implement and deploy microsites is a part of the request.

### **Required Features**

The information below represents required functional capabilities in the selected CMS. It is not all inclusive, other functionality may be recommended or added. Clean Virginia's new website vendor must be able to provide at a minimum, the following components:

- Archive Center - Store agendas, minutes, newsletters and other documents
- Browser Based Administration - Update, delete and create content from any device with internet access
- Content Scheduling - Set dates for content to automatically publish and expire
- Staff Page - Cleaner, more minimal design that employs a tighter grid
- Job Page - Easy user interface including a simple submission widget
- Document Center/Resource Page - More efficient to add and organize a growing library of content
- Frequently Asked Questions
- Landing Pages - Develop marketing landing page templates that meet lead generation best practices and are easily customizable

- Legislator Database - An easy to update database that primarily pulls information/images from [Virginia General Assembly Member Listings](#); ability to update with voting/issues record for each legislator scraped from [VPAP](#)
- Levels of Rights/Permissions - Allow system administrators to establish levels of rights for staff to update/manage/access content based upon roles
- Live Edit - Add, edit and move content directly on the front end of the site without the need to utilize or be trained in writing HTML or CSS code
- Map - An interactive map that allows users to find their representatives along with details about the individual, like how much he/she/they have taken from utility monopolies Dominion Energy and Appalachian Power; links to database page
- Media Page - Post news releases or updates dynamically to relevant pages based on category; provide information to media about spokespersons and media relations contact on a central page
- Open graph meta/social tags
- Photos/Banners - Optional rotating/slideshow capabilities on all pages
- Printable Pages - Print-friendly function
- Responsive Web Design - Fully mobile responsive design - site adjusts to the screen size of all devices its being view on, includes forms, calendars, etc.
- Secure Login Features – IP address restrictions and Two Factor Authentication capabilities for staff
- Sharing Capability - Links to share content via email and social media on every page
- Site Search - Internal site search engine and log of search terms
- Social Media Interface - Integrate social media content/feeds from Clean Virginia accounts within the website for Twitter, Facebook and Instagram
- Spotlight - Ability to highlight important text on one or more pages, including block pull quotes
- Search Engine Optimization
- Web accessibility standards— WCAG 2.1

## **Proposal Contents and Submittal Requirements**

Clean Virginia will evaluate vendor experience, qualifications, and capabilities for developing and implementing a new website. The response should be formatted to address all items outlined below. Responders are required to submit a written narrative addressing each of the underlined section items including section bullets:

### **Proposal Contents**

#### **Executive Summary – 2 page maximum**

- Overview of how your company will approach the project for Clean Virginia
- Statement that website will meet accessibility compliance requirements

#### **Company Profile**

- Company overview and history
  - Length of time in business
  - Number of current employees
  - Where support and development staff are based
- Company Vision and Future Plans

#### Key Personnel

- Name, title, role
- Education, years of experience

Note: One source vendors are preferred. If utilizing subcontractors for any portion of the project including engineering, design, or support, provide key personnel and company information.

#### Political Advocacy Website Experience

Local, state, or federal-level advocacy/lobbying organization references (a minimum of three is preferred although will be flexible for the right agency) including the following information:

- Client name
- Website URL
- Client contact person and title
- Phone
- Email address

#### Description of Features and Functionality Included with the CMS (Content Management Software)

Detail availability of all features and functionality listed in Required Features of this RFP

#### Project Development Approach

- Typical timeline/schedule
- Detailed explanation of all project phases including consultation, design, development, content migration, training, implementation
- Training options
- What role Clean Virginia will play in the project

#### Scope of Work

- Project phase deliverables
- What will be expected of Clean Virginia
- What Clean Virginia can expect from the vendor

#### Hosting and Security Minimum Requirements - Discuss in detail

Hosting is currently in place for Clean Virginia's website and will be used to host the final product upon project completion.

### Support and Maintenance - Describe all available

- Support services (US-based live support staff, hours, emergency availability, contact methods)
- Availability of online training manuals and technical support

### Proposed Cost

All-inclusive/Lump Sum pricing is required. Pricing should include:

- Development cost
  - Days/hours of training, number of employees to be trained, on-site or virtual
  - Content migration – number of pages/URLs included
  - All products/functionality included
- Cost for future website redesign

### Additional Company Products (if applicable)

Provide brief descriptions of additional products offered by the company.

### **Submittal Requirements**

RFP submission must be received **by 5 p.m. on August 2, 2022**. Submittal will be accepted in electronic or paper formats, as follows:

- As an electronic copy in pdf format, submitted to **diana@cleanvirginia.org**, with a subject line "Clean Virginia Website Redesign RFP"
- Mailed to:  
Clean Virginia  
213 7th St NE  
Charlottesville, VA 22902  
Attn: Diana Williams

Submittals that are not received on or before the specified deadline will not be accepted. Vendor is responsible to ensure delivery by the date and time included.

Clean Virginia reserves the right to request follow-up information or clarification from vendors in consideration and to choose a vendor which will best serve the interests of Clean Virginia.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against Clean Virginia for reimbursement will be accepted.

### **Evaluation Criteria**

Clean Virginia will be evaluating offers based on the following factors as minimum requirements:

- Firms based in Virginia or those with substantial design and development experience in Virginia;
- Credentials of firm and proven experience
- Cost-effectiveness given Clean Virginia's Project Elements and Required Features
- Ability to understand the purpose of the project and design a site that aligns with key objectives

**Questions should be submitted via email to: Diana Williams, Communications Manager, [diana@cleanvirginia.org](mailto:diana@cleanvirginia.org).**